

METHOD AND APPARATUS TO MAXIMIZE ADVERTISING REVENUE

ABSTRACT OF THE DISCLOSURE

- 5 Advertising revenue generated from placing ads in a publication with limited
available advertising space is automatically maximized at at least market rates by
selecting the highest-paying ads for publication. Beginning with the highest-paying
ads, available ad space in an on-line publication is filled with advertisements that will
fit within ad space that is available in the publication. In the preferred embodiment,
10 ads are matched to subscribers (recipients) of the publication according to subscriber
demographic data .

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